



GOVERNORS'  
INSTITUTE  
on community design

# GICD Workshop & Recommendations

Bill Fulton

Director, Governors' Institute on Community Design  
Former Mayor, Ventura, CA

June 5, 2013

# Housing challenges in MA

- Expensive
- Not well suited or located for moderate- to middle-income households
- Lack of affordable housing = hard to retain talent

# July 2012 Workshop

Gov. Patrick and EOHED convened the GICD to discuss policies that

- expand housing production;
- increase supply of housing that is affordable & accessible for moderate- to middle-income households;
- make MA more competitive.



GOVERNORS'  
INSTITUTE  
on community design

# July 2012 Workshop

- 2-day meeting
- GICD experts on housing policy, planning, & real estate
- State agency representatives & stakeholder groups
  - Housing advocates
  - Business leaders
  - Municipal leaders
  - Regional planning agencies
  - Real estate leaders

# July 2012 Workshop

- Discussion focus:
  - The role of workforce housing in economic development;
  - Improving collaboration across agencies and across sectors (developer, municipalities, employers, state government); and
  - New policies, tools, and incentives to encourage production of workforce housing in MA communities.

# GICD Recommendations

1. Establish a statewide housing production goal;
2. Identify places where the State wants to encourage development;
3. Improve internal alignment across state agencies;
4. Reach out to key stakeholders through a coordinated communications strategy;

# GICD Recommendations

5. Target investments and policies to priority locations (places where they want to encourage development);
6. Identify the right tools and incentives; and
7. Enhance support for municipalities through increased resources and technical assistance.



# EOHED Key Achievements

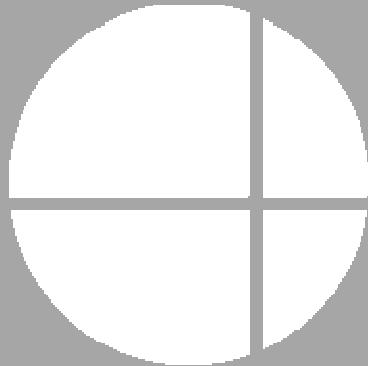
A man in a dark suit is standing at a black podium, speaking into a microphone. He is positioned on a stage with a grey carpet. To his left, a large screen displays a close-up of his face. The background shows a large, modern hall with a curved, ribbed ceiling and bright lighting. In the foreground, a colorful, geometric patterned rug is visible. The overall atmosphere is professional and formal.

- Nov. 2012 “Under One Roof” Statewide Housing Conference
- Gov. Patrick announces:
  - Housing production goal 10,000 multifamily housing units every year
  - Compact Neighborhoods



# Now what?

- How should we communicate and reach out to the public?
- How can we achieve the 10,000 multifamily housing unit goal?
- How can we support the types of development we need?
- What are the specific strategies and next steps?



GOVERNORS'  
INSTITUTE  
on community design

Bill Fulton  
[wftulton@govinstitute.org](mailto:wftulton@govinstitute.org)

[www.govinstitute.org](http://www.govinstitute.org)  
1707 L Street NW, Suite 250, Washington, DC 20036